

# TIMES OF CDA

September 2025 Edition

Calicut | Kochi

## HIRING


MASSIVE RECRUITMENT DRIVE

COMMUNITY  
& ECOSYSTEM  
TO GROW

Creators &  
Marketers  
School  
Quadcubes

CDA  
Creating Digital Aspirants  
CONTENT  
MANUFACTURING  
C+MPANY



**CDA** | 

Driving 2K+ leads & 30% lower costs with ads that click to WhatsApp & Meta's ads partner excellence program

**Challenge**  
CDA Academy was losing leads due to missed calls and delayed follow-ups. Traditional channels couldn't match the pace or preferences of their student audience.

**Solution**  
The Meta ads partner excellence program helped set up ads that click to WhatsApp using 20+ unique numbers, enabling instant 1:1 chat. The team used WhatsApp labels & conversion tracking, improving funnel visibility and allowing sales reps to respond faster and close leads more effectively.

**Results**  
5-7% Lead Conversion Rate\*  
30% Reduction in Lead Cost\*  
₹2Cr+ High-intent Leads per Month\*

*\*Results are self-reported and not independently verifiable. Generally expected*

**Quote:**  
"Ads that click to WhatsApp completely changed how we approach admissions. With over 20 dedicated numbers, we now engage high-intent leads instantly. The Meta ads partner excellence program helped us refine our setup, enable faster follow-ups, and bring visibility into conversions. This has not only improved ROI but created a better experience for both our team and the students."  
Nidasha Riyaz  
Director, CDA

**Facebook Post:**  
CDA Academy  
Meta Ads Partner Excellence Program  
Recruitment

**CDA Academy featured by Meta**



Onam Mood - Onam Celebration '25



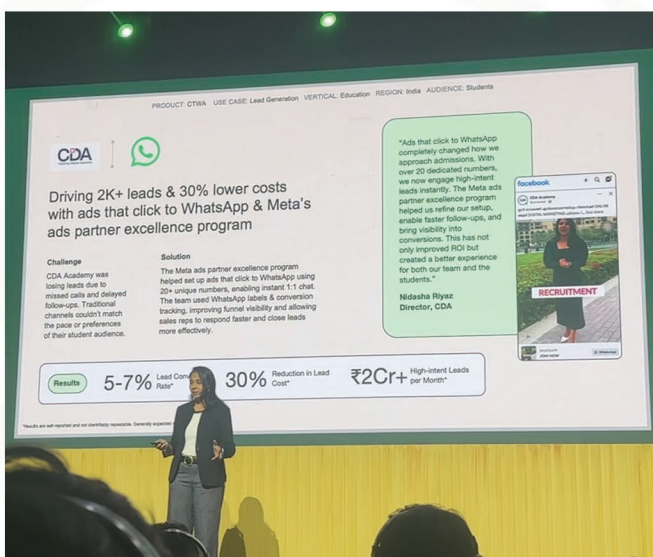
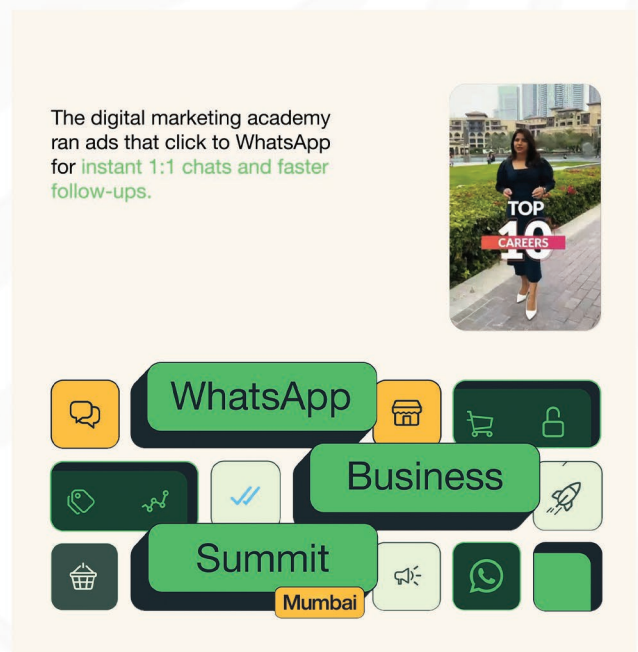
NIT Students Visited Creators and Marketers School

## Shoutouts of September



# CDA Academy featured by Meta

The Click-to-WhatsApp campaign for CDA Academy, executed by Quadcubes, was showcased as an impactful case study at the Meta WhatsApp Business Summit in Mumbai and Bangalore. The campaign demonstrated how strategic planning, effective execution, and targeted messaging can drive engagement and revenue growth, highlighting CDA Academy's ability to implement performance-driven marketing in real-world scenarios.





# Onam Mood - Onam Celebration '25

CDA Academy celebrated Onam with vibrant festivities at both Calicut and Kochi campuses, immersing learners and team members in the spirit of the season. The campuses came alive with cultural performances and traditional games, creating moments of joy, camaraderie, and friendly competition. The energy, colors, and joy of the season filled the campuses, making it a truly memorable celebration for everyone involved.





# *Massive Recruitment Drive exclusively for Ambassadors*

CDA Academy announced an exclusive placement drive for its Ambassadors, offering them the chance to come back home and step into professional roles across CDA Academy, Creators & Marketers School, Quadcubes, and the Content Manufacturing Company. With 50+ opportunities across these organizations, ambassadors were provided a unique community and ecosystem to grow, gaining hands-on experience, honing their skills, and transitioning their learning into meaningful career paths.



COMMUNITY  
& ECOSYSTEM  
TO GROW



**50+  
OPENINGS**



**EXCLUSIVELY FOR  
CDA AMBASSADORS**





# *Ambassadors Meetup - Connecting the Team*

28 ambassadors currently working at CDA Academy and Quadcubes came together for a special meetup, joining both offline and online. The session provided a platform for them to connect, share experiences, exchange insights, and strengthen collaboration across teams. It was a moment to celebrate their contributions, foster camaraderie, and align on upcoming initiatives within the organization.





# *NIT Students Visited Creators and Marketers School*

As part of their academic program, students from NIT Calicut visited Creators and Marketers School for interviews, gaining insights into real-world operations and industry practices. Director KV Hudaif interacted with the students, sharing experiences, guidance, and professional perspectives. The learnings and experiences from this session will be shared within NIT Calicut, inspiring peers and showcasing practical industry exposure.





# *Invited as Jury at NIFT*

CDA Academy participated at NIFT as a jury for the Industry Internship program, with Dhanoop, Director, evaluating students' projects. Having previously visited as a guest lecturer, he observed firsthand the creativity, dedication, and ability of students to translate classroom learning into real-world applications. The session highlighted the emerging talent at NIFT and the value of hands-on industry exposure.





# *Admission Assessment for AMME Program*

An Admission assessment was conducted for the Advanced Marketing Manager & Entrepreneurship (AMME) program, evaluating candidates on strategic thinking, creativity, analytical skills, and business acumen. The test offered insights into participants' readiness and potential for the flagship program, ensuring that motivated and capable individuals move forward to gain comprehensive, industry-relevant expertise.





# Reel Contest Winners Announced

As part of the Onam festivities and skill-building for Video Mastery learners, CDA Academy conducted two exciting reel contests. One celebrated the spirit of Onam, while the other focused on creating reels for Creators & Marketers School to enhance creative skills. The winners were announced, recognizing their storytelling, creativity, and ability to capture engaging moments, adding energy and excitement across the campuses.





# *First Total Creator Master & Design Mastery Batch Onboarded*

CDA Academy welcomed its inaugural batches for the Total Creator Master Program and Design Mastery Program, marking a milestone in nurturing advanced creative talent. Alongside these, new learners joined the Offline & Live Online Digital Marketing and UI/UX Design batches, with orientation sessions guiding them through course structures, expectations, and upcoming opportunities, setting the stage for skill development and professional growth.





# QCDA Talks

This month's QCDA Talks featured a special podcast with Gokul Pillai, Filmmaker and Founder of Storyteller Union, who shared his journey in the world of filmmaking and content creation. Gokul discussed the rise of AI video creation, its impact on the future of content, and how AI is reshaping storytelling. He also shared his experiences creating AI-generated videos for major brands, providing valuable insights into the creative and technical aspects of using AI in the filmmaking process.





# CDA Standout

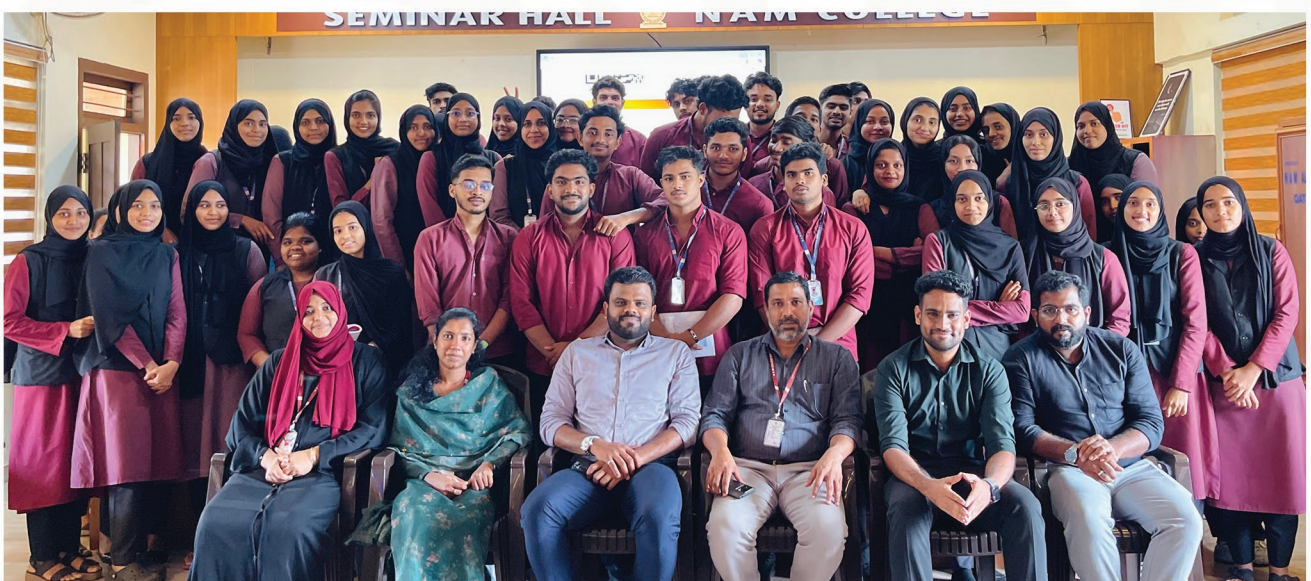
CDA Academy celebrates learners whose journeys reflect growth, determination, and achievement. Mariyam Jamalia, a 40+ housewife and entrepreneur, embraced learning with CDA Academy, gaining the confidence and skills to pursue new heights. Her journey shows that age is no barrier to learning, and her transformation enabled her to secure a place for an MSc in Digital Marketing at Queen Mary University of London, highlighting how CDA Academy empowers learners to realize ambitious goals.





# Workshop & Webinar

CDA Academy conducted interactive sessions at NAM College, Kallikkandy, under the banner “Market Your Future,” introducing students to strategies for enhancing career prospects, building personal branding, and planning professional growth. Alongside this, a workshop on graphic design and video production, as well as a webinar on career opportunities in graphic design, were led by Dhanoop, Creative Director. These sessions guided participants through industry trends, skill development, portfolio building, and professional pathways, providing practical insights to confidently navigate and excel in creative and digital careers.





# Convocation at Kochi & Calicut campuses

CDA Academy celebrated the achievements of its learners at the Kochi & Calicut campuses, recognizing their dedication and hard work. The ceremony was graced by Humayoon Kalliyath, Executive Director of Kairali Steels & Alloys P. Ltd. and Jijin Mohan, Founder of CodeAce LLC respectively. They shared inspiring insights from their professional journey, motivating learners to confidently step into the next phase of their careers.





# Grow Ahead Session

Ambassadors participated in the Grow Ahead session led by Shiju Thomas, Soft Skills Trainer, on “Career Code – The Right Way to Get Hired.” The session focused on job readiness, interview strategies, and professional growth, equipping attendees with practical tools to navigate their career journeys effectively.

The screenshot displays a Zoom meeting interface. At the top, a header bar shows participant names: Adithya, Rasmina Nasar, Saniya Rasheed, and CDA Academy. The main video feed shows a man with a beard and dark hair, identified as Shiju Thomas, speaking. To the right, a 'Participants (33)' list is visible, showing names like Arunima Joy, Aswin Ks, Binisha Vinod, CDA Academy, Connect Cda, fayis, Fiza Noreen, jemsha riza, Jitha, Kevin MK, Krishnapriya Chandran, MUJEEB, and NAJIHA. Below the video feed, a banner features the 'Grow ahead Ambassadors' logo, the text 'CAREER CODE The Right Way to Get Hired', 'SHIJU Soft Skills Trainer', and a portrait of Shiju Thomas.



# Strategy Presentation

Learners developed marketing strategies and spec campaigns for selected brands, applying classroom learnings to practical scenarios. Mentors provided feedback, helping learners refine their approach, enhance strategic thinking, and gain insights into real-world brand building.





# Interviews

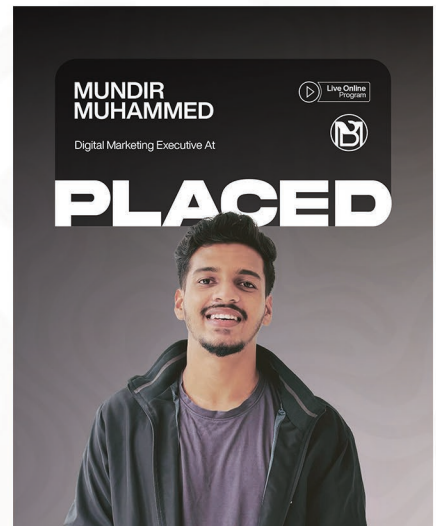
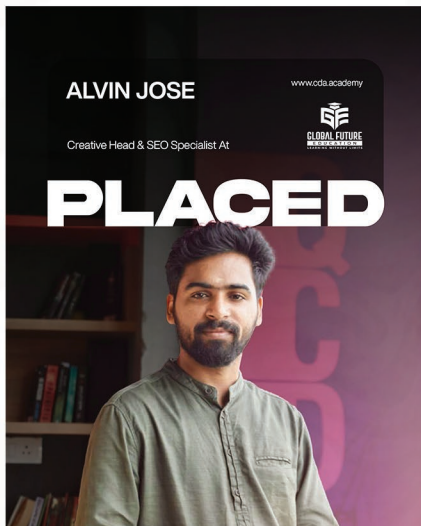
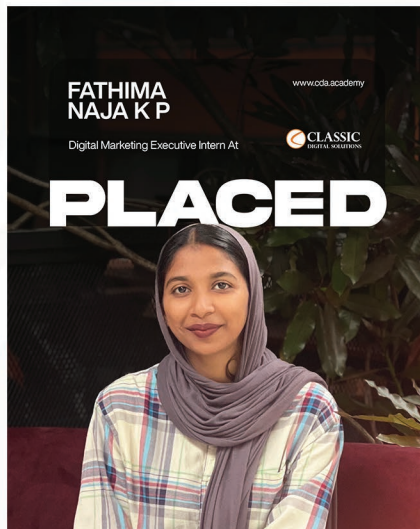
Learners participated in simulated interviews, practicing real-world scenarios while receiving personalized feedback. The sessions helped improve communication, confidence, and readiness for professional opportunities.





# Unmatched Placements

This month, 75 CDA Academy learners secured top positions in agencies, MNCs, and tech companies. These placements highlight the effectiveness of CDA Academy's hands-on training and mentorship in preparing learners to succeed in competitive professional environments.

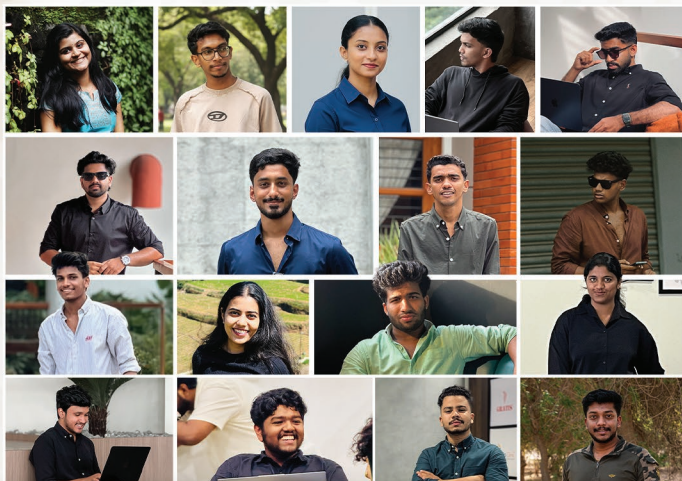




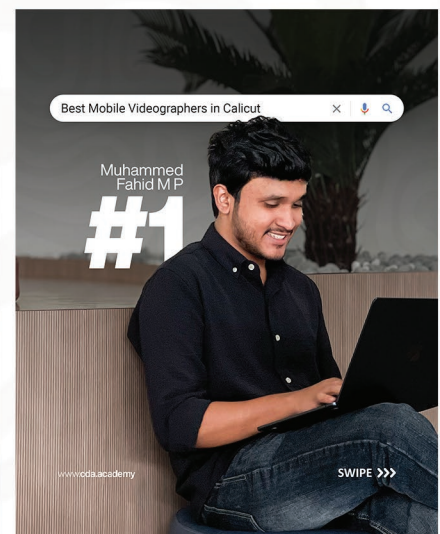
# Top Rankers on Google

CDA Academy learners achieved impressive results in SEO this month, securing high rankings for competitive keywords across search engines. Their consistent efforts in content optimization, strategic keyword use, and digital marketing techniques showcased their growing expertise and the academy's commitment to practical, results-driven learning.

## TOP RANKERS OF GOOGLE in September Month



[www.cda.academy](http://www.cda.academy)

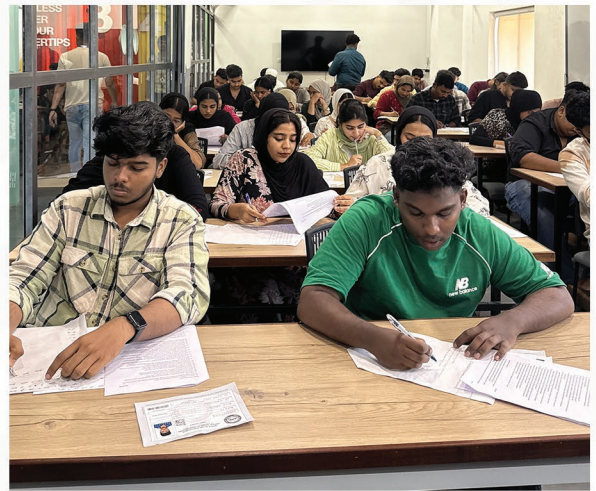






# STED Council Examination

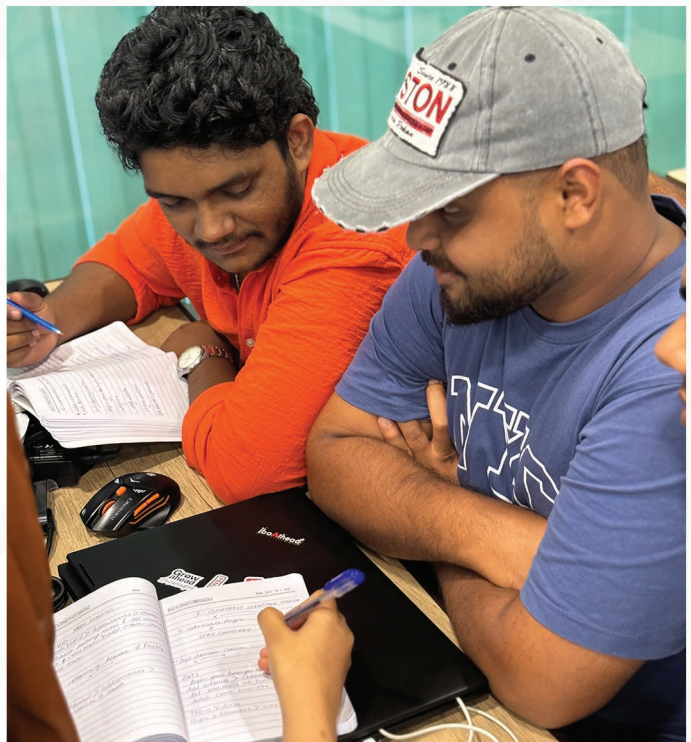
Learners successfully completed the STED Council Examination, demonstrating their skills and knowledge across digital marketing, content creation, and strategic thinking. This milestone validated their expertise, reinforced confidence, and recognized their dedication to professional growth.





# *Speak-Up Sessions*

CDA Academy provided learners with a platform to express their thoughts, share ideas, and discuss trends in marketing and creative business. These interactive sessions helped learners build confidence, improve public speaking, and refine communication skills while engaging in meaningful discussions and receiving constructive feedback.





# *Blogs on CDA Website*

The best blogs crafted by CDA Academy learners were published on the CDA website, covering topics in digital marketing, SEO, and creative content. These posts showcased learners' expertise, provided practical insights, and contributed to the academy's growing online knowledge hub.

